

全国高职高专教育规划教材

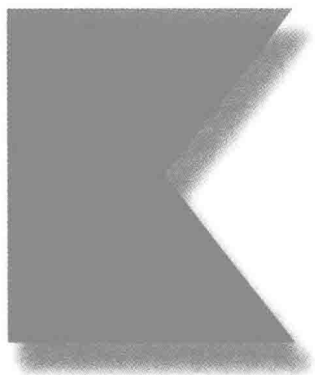
商务英语口语

邱国丹 金秀金 主 编

朱杨琼 副主编



高等教育出版社
HIGHER EDUCATION PRESS



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内容提要

本书是全国高职高专教育规划教材。

本书基于工作过程,以职业需求为导向,素材以商务材料为主,以话题划分各模块的内容。本书内容涵盖了商务工作所涉及的日常交际、涉外活动和涉外业务等常见情景。全书共分十章,内容包括:求职面试、办公室工作、公司及产品介绍、展销会、客户接待、访问工厂、询价与报盘、包装与运输、达成交易和顾客服务。

本书可作为高职高专院校商务英语、国际贸易、国际商务等相关专业学生的教学用书,同样可供从事国际商务的外经贸人员、外事人员以及广大英语爱好者使用、参考。

本书提供数字课程的学习,欢迎读者登录高等职业教育教学资源中心,获取相关教学资源,进行自主学习及交流活动,同时完成在线实训项目。网址:<http://hve.hep.com.cn>。具体登录使用方法见书后“郑重声明”页。

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本教材以培养学生的口语交际能力为主,以真实的涉外商务活动场景为背景,把学生置于多元文化背景和各种真实的商务情景中。以话题划分各情景的内容,涵盖求职面试、办公室工作、公司及产品介绍、展销会、客户接待、访问工厂、询价与报盘、包装与运输、达成交易、顾客服务等常见的情景。每个情景由五个部分构成。第一部分为 **Warming-up**(热身)。这部分以提问、讨论和辩论的形式引导学生对本情景话题展开讨论,以激活学生原有的知识,同时教师借此介绍该情景所涉及的文化背景知识以及完成该情景所需的相关知识。第二部分为 **Useful Patterns and Expressions**(参考句型),介绍本情景的重点句型,供学生模仿,反复操练。第三部分为 **Dialogues for Reference**(参考对话),通过真实的涉外商务工作情景中的对话,进一步演示与本情景主题相关的语言技能、工作技巧和商务知识。对话的人物和情节安排等尽量与前情景的内容衔接,主人公的工作职责、工作内容与使用本教材的学生的未来工作、生活情况一致或相似。对话请外教配音。第四部分为 **Tasks**(工作任务),每个任务设定一个特定的工作情景,规定操练要求。部分话题中的 **Evaluation**(评价)提供较科学的评价表,供学生互评和教师评价,规定评价维度作为过程性评价的工具。第五部分为 **Links**(相关信息和思维拓展),主要包括口语技能训练技巧、本章节相关知识补充以及相关的趣味性材料(在教材里只以目录的形式出现,具体内容见教学课件)。

在编写过程中,编者坚持理实一体化学练结合的课程观,遵循以职业需求为导向,以学生的就业为导向的原则。本教材突出了如下四个特点:

1. 目标明确,思路新颖。遵循知识学习与技能操练相结合的原则,强化学生英语听说应用能力的训练,为培养具有一定的跨文化意识、较强的英语语言技能和涉外商务活动综合技能、满足现代各类涉外经贸活动所需的高级应用型专业人才打下基础。按照“话题导入—知识储备—情景对话—角色演练”的程序构建教材的框架,以某个特定人物为主人公,设计从求职、入职到交易磋商的工作过程。这种创新设计易于激发学生的自主表达愿望,调动学生的学习兴趣。

2. 综合全面,实践性强。本教材所选话题广泛,涉及涉外商务活动情景的方方面面,实用性强。注重激发学生积极参与课堂口语活动的兴趣,培养学生对商务活动中文化差异的敏感性;突出师生之间以及学生之间互动协作的重要性,启发学生的想象力和创造力,从而能够得体地使用所学语言完成涉外商务工作。

3. 活动丰富,形式多样。本教材所设计的活动以学生为中心,话题力求丰富、新颖,便于引发学生思考和讨论。活动注重提高学生从不同的角度阐述见解的语言交际能力,形式包括商务情景对话、角色扮演、案例分析、会议发言、演讲、访谈以及辩论等。

4. 简单易学,真实有效。内容的编排力图调动学生已有的感性认识,既激发学生说英语的兴趣,又训练他们自如地运用交际策略、应对不同商务活动场合的能力,充分发挥他们的想象力

并开发创造性思维,使他们在口语表达时做到言之有物、言之有序、言之有理,在真实的交际情境中提高语言运用能力和职业素养。

本教材参考学时为 25~40 学时,各院校在实际教学过程中,可根据具体情况对教材内容作适当增删。

本教材由邱国丹、金秀金任主编,朱杨琼任副主编,甘术恩和夏田田参与编写。具体分工如下:邱国丹编写 Situation One、Situation Eight 和 Situation Nine,金秀金编写 Situation Four、Situation Five 和 Situation Six,朱杨琼编写 Situation Two 和 Situation Three,甘术恩编写 Situation Seven,夏田田编写 Situation Ten。本教材中的插图由吕凯馨绘制。

在本教材的编写过程中,参考了多种中外最新的英语口语教材,从中得到灵感和启发,在此向这些教材的编者表示诚挚的谢意。

由于水平有限加之时间仓促,教材中难免有疏漏之处,敬请相关院校教师和读者在使用过程中给予指正,并将改进意见及时反馈给我们,以便下次修订时完善。不胜感激!所有意见、建议请发往:grace1234@sohu.com。联系电话:0577-86680232。

编 者
2012 年 12 月



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Situation 1 Job Hunting

Learning Objectives

- ◆ 熟悉求职面试常见问题
- ◆ 掌握求职面试中常用的英语表达
- ◆ 掌握求职面试中常用的应答技巧



Section One Warming-up

- ◇ Have you done a part-time job in your spare time? What are you concerned most when you look for a job?
- ◇ Do you know how to make a good impression in a job interview?
- ◇ Do you know how to prepare for a job interview?
- ◇ Should you tell the interviewer your real weakness in a job interview? What questions could be asked in a job interview? How to handle them?

Section Two Useful Patterns and Expressions

- Could you give me some suggestions on my interview?
- I just got some good information on the Internet.
- I major in International Business in a college.
- I have learned some skills of dealing with clients.
- My English capacity makes it easy for me to do general desk work.
- I have no experience in this field.
- I can communicate with foreigners without difficulty.
- I suppose my strength is that I am a fast learner.
- I have many hobbies.
- I believe that this industry will be developing rapidly in ten years.
- I would like to require a monthly starting salary of RMB 3,500.
- I prefer to learn more from a new position even with less salary.



- Could you tell me something about your welfare system?
- What are the chances for advancement or increase in responsibilities?
- Thank you for giving me this chance.

■ Section Three Dialogues for Reference

Dialogue 1

In the following conversation, Johnson, a new graduate, applies for the position of sales representative in the export department of Beijing Klik Toys Co., Ltd.. Andrew, the general manager of the company, decides to give him a chance of interview after reading his resume.

Johnson = J; Andrew = A

A: Can you tell me something about your educational background?

J: My **major** is International Business English. I studied hard at college.

A: Did you take any part-time jobs during your college life?

J: I worked in Microsoft during last summer holiday. I really learnt a lot about how a company is **operated** and how the teamwork is needed to get things done.

A: What would you like to do in 5 years?

J: I would like to join your company, advance my career and help in the development of the company.

A: What are you most interested in this job?

J: I have done some research on companies in the field in which I would like to work. I found there are quite a few, but only your company stresses the **commitment** to your employees as well as customers. I like that. Besides, when I asked around I heard only good things about your company.

A: Would you prefer to work alone or as part of a team?

J: I like working in teams because I feel it is the best way to **solve** business problems.

A: OK. Have you got any question?

J: Yes. Is this a new position or will I be **replacing** someone?

A: It's a new position as our company is growing very fast. OK. If everything is clear, please **sign your name** here and you can start work in five days.

Dialogue 2

In the following conversation, Andrew is giving an interview to Scott, another applicant for the job.

Andrew = A; Scott = S

A: What is your major?

S: My major is Business **Administration**. I am very interested in marketing.

A: Your resume says you had one-year **experience** working in a factory in Shanghai. May I ask why you left?

S: I left there two years ago because the work they gave me was rather **dull**. I found another job that is more interesting.

A: What have you learned from the jobs you have had?

S: I have learned a lot about business know-how, **basic** office skills and how to **cooperate** with others.

A: What's your major weak point?

S: I have no experience in international business.

A: Does your **present** employer know you are looking for another job?

S: No, I haven't discussed my **career plans** with my present employer, but I am sure he will understand.

A: How soon can you begin working for us?

S: In three weeks.

A: We will let you know by the end of the month. Thank you for **coming along**.

S: It's been a **pleasure** meeting you. Bye.

Vocabulary

conversation [ˌkɒnvə'seɪʃən] *n.* 谈话, 会话

apply for 申请

position [pə'zɪʃən] *n.* 位置, 职位, 立场

representative [reprɪ'zentətɪv] *n.* 代表, 众议员

resume [ˌrezju'meɪ, rɪ'zju:m] *n.* 简历, 履历 *v.* 重新开始, 再继续

major ['meɪdʒə] *n.* 主修, 成年人 *adj.* 严重的, 较多的

operate ['ɒpəreɪt, 'ɒpə'reɪt] *v.* 操作, 运转, 经营

commitment [kə'mɪtmənt] *n.* 承诺, 保证, 信奉

solve [sɒlv] *v.* 解决, 解答

replace [rɪ'pleɪs] *vt.* 取代, 替换

sign one's name 签名

applicant ['æplɪkənt, 'æpləkənt] *n.* 申请人

administration [əd,mɪni'streɪʃən, əd,mɪnə'streɪʃən] *n.* 管理, 行政

experience [ɪks'piəriəns, ɪk'spiəriəns] *n.* 经历, 经验

dull [dʌl] *adj.* 无趣的, 呆滞的

basic ['beɪsɪk] *adj.* 基本的, 基础的

cooperate [kəu'ɒpəreɪt, kəu'ɒpə'reɪt] *vi.* 合作, 配合

present ['preznt, prɪ'zent] *adj.* 出席的, 当前的 *n.* 现在, 礼物

career plan [经] 终身职业计划, 专职计划

come along 过来

pleasure ['pleɪʒə] *n.* 高兴, 快事



■ Section Four Tasks

Task 1 Making Conversations

1. Suppose you are a would-be graduate awaiting an on-coming job interview and your partner is a career advisor working in the ABC University Careers Development Center. You are seeking some advice from the career advisor.

假设你就要毕业了,正在等着去参加面试,而你的搭档是ABC大学职业发展中心的咨询人员,你正在进行咨询。

2. As a career advisor, you need to know about the graduate student before any assistance could be provided. Here are some of the things you are going to talk about:

咨询人员在给出建议之前,需要了解毕业生的情况。请就以下内容进行交谈:

- | | |
|---|---------------------------------|
| — your major | — the subjects you have studied |
| — your interests | — your performance at college |
| — your comprehensive abilities | — your strengths of character |
| — your weaknesses of character | — your job experience |
| — your special accomplishment (any prize, etc.) | |

3. As the advisor, you need to design the questions; as the student, you need to work out how to answer the questions.

作为咨询人员,你需要设计问题;作为学生,你需要考虑如何回答这些问题。

Task 2 Inquiry of Position Details

You are an interviewee who applies for a position of sales-person in ABC company. Ask the interviewer about the working hours, salary, holidays and its welfare system, etc.

你申请ABC公司销售员的职位,现在正在进行面试。向面试官询问工作时间、工资、假期和福利等情况。

Task3 Tough Questions and Smart Answers

Are you prepared for tough questions in a job interview? How to handle each situation and turn it to your advantage? Be well prepared with thoughtful answers to some challenging interview questions! You're bound to make a good impression. Decide with your deskmate which is the most difficult one and compare the result with other groups. Work with the teacher and find out the smart or reasonable answers to the questions.

你准备好应对求职面试中一些难以回答的问题了吗?如何才能处理好这些问题,使情况对你有利呢?对一些很具挑战性的问题要事先做好充分的准备!这样你就可以给人留下好印象。与同桌讨论下面问题中哪个是最难的,然后和其他小组的结果进行比较。最后师生一起讨论,找出这些问题的聪明或合理的回答。

➤ Tell me about yourself.



- What are your weaknesses?
- What has been your most valuable experience?
- When did you last lose your temper? Describe what happened.
- Which is more important to you, status or money?
- What kind of person would you say you are?
- What makes you think you'd enjoy working for us?
- Would you be willing to take a salary cut?
- What would you do in five years from now?
- What is the most challenging experience you have ever had?
- What has been your greatest achievement?

Task4 Job Interview

1. Preparation

- The class is divided into two groups: about ten of them are recruiters, and the rest are job applicants.

将班级同学分成2组:10人作为招聘者,其余作为求职者。

- The recruiters are asked to write out the recruitment plan and job advertisements (taking the form of posts), and select appropriate questions for the interview.

招聘者编写招聘计划和招聘广告(以海报形式),并选择恰当的面试问题。

- All the rest are asked to design a resume individually.

其余同学独立设计自己的简历。

2. Simulated Practice

- The recruiters come in the recruitment place first, paste the posts and get other things ready.

招聘人员先进场,贴好海报,做好其他准备。

- The applicants come in and queue up (a queue with least people may be the best choice).

应聘人员进场,排好队(可以自由选择人数较少的队列,排在后面)。

- Each company interviews at least 7 applicants, and keeps a record (using key words) for future assessment and fill in the assessment form. At last, each recruits 3 to 4 people and writes down the name list of the people it is going to employ.

每个公司至少面试7人,做好面试记录(记关键词),并填好评价表。最后每个公司录用3到4人,给出录用名单。



ASSESSMENT FORM

Name: _____				
Appearance:	Excellent	Good	Fair	Bad
Confidence:	Excellent	Good	Fair	Bad
Manner:	Excellent	Good	Fair	Bad
Language:	Excellent	Good	Fair	Bad
Response to the Questions:	Excellent	Good	Fair	Bad
General Impression:	Excellent	Good	Fair	Bad
The applicant is suitable for the position and should be engaged as the following:				
Position: _____				
Salary: _____				
Other information:				

■ Section Five Links

Tips on How to Improve Your Oral English

We learn spoken English so as to make oral communications, therefore the importance order of oral English learning should be as follows: fluency, accuracy and appropriateness. Try to find some partners practicing oral English together. English corner is a good place where we may exchange English learning experience, widen our sight and improve the interest in English.

我们学习英语口语的目的是为了与别人进行交流,所以英语口语中的几个要素的重要次序应为:流利、准确和恰当。寻找伙伴一起练习口语。英语角是个不错的地方,在那里我们不但可以练习口语,还可以交流英语学习经验,开阔视野,提高英语学习兴趣。

If it's not easy to get English partners or there is little chance to attend an English corner, then we have to create an English environment by speaking English to ourselves. For example, you can talk to yourself about what you have seen or what you have done. Every morning, you can think of your plan for the day in English. Every night before you go to bed, you can make an oral summary of your daily activities. You can talk to yourself about your experiences and feelings, what you've got and lost, say, "When I went to the library this morning, there were few people there. I sat on a chair beside the window..." In a word, it's useless complaining that you don't have an environment. If you have made up your mind, you can always find a way to improve your oral English.

如果找不到伙伴或参加英语角的机会很少,那么我们就必须通过对自己说英语来创造英语环境。例如,你可以对自己描述所见和所为。每天早上一起床,你可以用英语讲出今天的计划。

每天晚上睡觉之前你也可以用英语口头总结一下一天里做过的事情。你可以跟自己说说你的经验,你的感受,你得到了什么,失去了什么等,比如“今天早上我去了图书馆,那里没几个人。我在窗户边坐了下来……”总之,抱怨没有英语学习的环境是无济于事的。如果你已经下定决心学好口语,你总能找到提高英语口语的方法。



Situation 2 Office Work

Learning Objectives

- ◆ 掌握介绍自己和他人时常用的英语表达
- ◆ 熟悉谈论工作时常用的英语表达
- ◆ 掌握办公室接听电话时常用的英语表达
- ◆ 掌握接待客户时常用的英语表达



■ Section One Warming-up

- ◇ What subjects do people usually talk about in the early stage of getting to know someone?
- ◇ Do you know how to provide effective telephone service?
- ◇ What do you think of the first and most important thing you should do when you miss an appointment?
- ◇ What preparatory work should be made before entertaining clients?

■ Section Two Useful Patterns and Expressions

- Fancy meeting you here.
- The working hours are from 9:00 to 12:00 in the morning and from 2:00 to 5:00 in the afternoon. Be sure to be punctual.
- What is essential work for a salesman?
- I think the first essential thing is the appearance. You should always keep clean and tidy, pay attention to your hair, clothes, shoes and nails.
- My job involves visiting customers, leaving samples, and supporting after-sales department.
- I'd like to make an appointment with Mr. Anderson. would 3 o'clock in the afternoon be all right?
- Would 9 o'clock tomorrow be convenient for you?
- Maybe we can make another arrangement.
- I checked my calendar just now and found I already had an appointment that afternoon.
- Now that everyone is here, let's get down to business.



- Shall we move on to the next item on the agenda?
- I've just got a fax from my head office about the agency agreement. Would it be possible for us to meet sometime this afternoon?
- I'm afraid I'll cancel my appointment.

■ Section Three Dialogues for Reference

Dialogue 1

*A few days later, Beijing Klik Toys Co., Ltd. informed Johnson that he got the job, but he would work as a sales assistant for half a year or longer. In the following conversation, Johnson starts his work in the company for the first day. He greets his **colleagues** in the same department.*

Johnson = J; Sarah = S; Ian = I

J: Excuse me? Is this Sales **Division**?

S: Yes, it is.

J: Good, I'm in the right place. I'm **reporting for work** today. My name's Johnson. Glad to meet you.

S: Glad to meet you, too, Johnson. My name's Sarah, director of Sales Division. Welcome to our department. We have lots of work to do here, but take it easy. You'll learn it all in a couple of weeks.

J: Thank you. I hope so.

S: Oh, I think we should meet some of the **staff** you'll be working with. This is Ian, one of our best sales representatives. (*To Ian*) Ian, this is Johnson, the new sales assistant. He will work as a sales assistant in our department. Could you please help him get familiar with the work here?

I: My pleasure. (*To Johnson*) Nice to meet you, Johnson.

J: Nice to meet you, too, Ian. How long have you been working here, Ian?

I: I've been working in this company for more than 6 years.

J: Oh, that's pretty long.

I: Johnson, this is your desk, just near the window. If you have any question, please do not hesitate to ask me.

J: It looks good. By the way, what shall I do as a sales assistant?

I: You have to answer letters, take messages, and arrange **appointments** and other routine work in the beginning.

J: OK.

I: You are also responsible for looking for new customers and supporting our company's customer service department.

J: Do I need to visit customers and leave product **samples**?

I: Yes. It's one of your **responsibilities**. Your job also involves keeping all the files in order,



including **invoices**, **receipts** and business **documents**.

J: I see.

I: You have to spend much time on **correspondence**.

J: It's really not an easy job. I'm a little bit worried.

I: Don't worry. You'll get familiar with them in a couple of days.

J: What are the working hours?

I: The working hours are from 9:00 to 12:00 in the morning and from 1:30 to 5:30 in the afternoon.

Be sure to be **punctual**.

J: OK. What else should I pay attention to?

I: I think, the first essential thing is the **appearance**. You should always keep clean and tidy, pay attention to your hair, clothes, shoes and nails.

J: I see. Thank you for spending so much time with me and you've been really helpful.

I: My pleasure.

Dialogue 2

*In the following conversation, Johnson is receiving one of the **potential** clients, Mr. Brown.*

J = Johnson; B = Mr. Brown

J: Good morning. How can I help you?

B: Yes. I am John Brown from ABC Company. Here is my card. I was wondering if I could speak to anyone about establishing business relationship with your company.

J: Do you have any appointment with any of our sales representatives?

B: No. Could you find someone related to talk with me?

J: Oh, it is no problem. I can see if anyone is available now to meet you. Could you please wait just a moment?

B: Fine.

J: Would you like to take a seat?

B: Thanks.

J: Can I get you something to drink? Coffee, tea or cold drink?

B: Yes, that would be very nice. Could I have a cup of coffee, please?

J: Yes, sure. How do you take it?

B: White with one sugar.

J: Here's your coffee, Mr. Brown.

B: Thank you.

(A few minutes later)

J: I'm afraid all the sales representatives are **engaged** at the moment. Would you like to make another appointment for some other time?

B: That's very kind of you. When would he be **available**?

